



Community Betterment Through HIE

***"Engaging Community Stakeholders
to Create a Sustainable, Large-Scale HIE"***

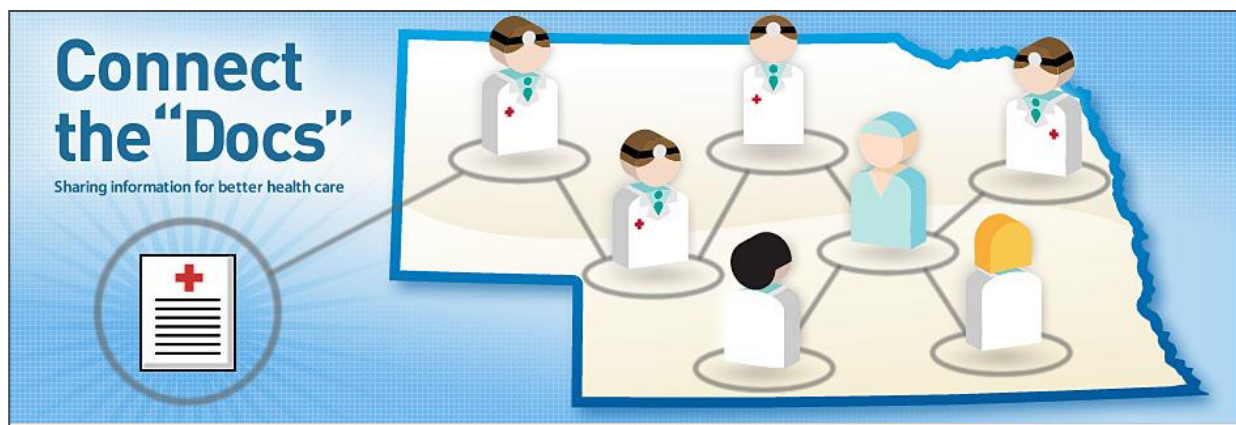
**Kentucky eHealth Summit
September 18, 2012**

NeHII's Consumer Awareness Campaign

- ▶ Statewide Effort to Educate and Engage the Consumer
- ▶ Realized Need to Standardize Messaging
- ▶ Connect the “Docs”
- ▶ Variety of Media Channels, But Limited Funding
- ▶ Developed Through the Consumer Advisory Council and Infuze Creative

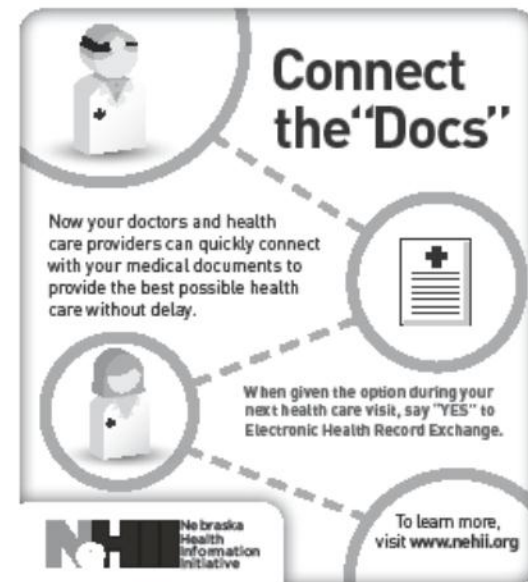
Consumer Awareness Campaign

- ▶ Connect the “Docs”
- ▶ Sharing Information For Better Health Care
- ▶ Review Current Consumer Education Brochure to Address Public Health Reporting Requirements and Secondary Use of Data



Consumer Awareness Campaign

- ▶ Graphic Standards Guide
- ▶ Print Ad
- ▶ Public Service Announcement Media Kit
- ▶ Patient Information Brochure
- ▶ YouTube Video, TV/Radio PSA
- ▶ Consumer Microsite
- ▶ Window Clings for PDMP Support



Consumer Awareness Campaign

- ▶ YouTube Video & PSA

<http://www.youtube.com/watch?v=vLqi7-jD4N8&feature=youtu.be>

Connect the “Docs” Sample




Consumer Microsite



NeHII Website – www.nehii.org

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Health Care Transformation Through a Community Betterment Collaboration

Latest News

Breaking News

HOT! HOT! HOT! NeHII - Nebraska Health Information Exchange - Annual Meeting to be held July 24, 2012




Gering, Neb., - Regional West Health Medical Center will be hosting this year's event at the Gering Civic Center. The meeting will include NeHII's projected plans for continued expansion of Health Information Exchange (HIE) in the state of Nebraska.

[Read More ...](#)

HOT! HOT! HOT! Regional West Physicians Clinic Laboratory Joins NeHII - Nebraska Health Information Exchange

Scottsbluff, Neb., -

Welcome to NeHII




NeHII is leading the effort to create a secure, online, web-based Health Information Exchange (HIE) designed to serve the state of Nebraska. Improved delivery of health care information and reduced health care costs are good for all citizens of Nebraska. The state has a proud tradition and reputation of providing the finest health care possible to its citizens. The HIE will help health care providers take health care to the next level.

Over the next few years the HIE will be rolled out across the state and ultimately will become part of a planned Nationwide Health Information Network ([NHIN](#)). This partnership will again improve the level of health care for Nebraska as well as for the Nation as a whole.

Best of all, these information exchanges will help improve the quality of health care and control the rapidly increasing cost of health care.

The mission, vision, and goals of NeHII provide the ideals and constructs for development of the HIE.

NeHII Proposes PDMP CEU Program

Alegent Health and [NeHII](#) will be sponsoring a PDMP CEU

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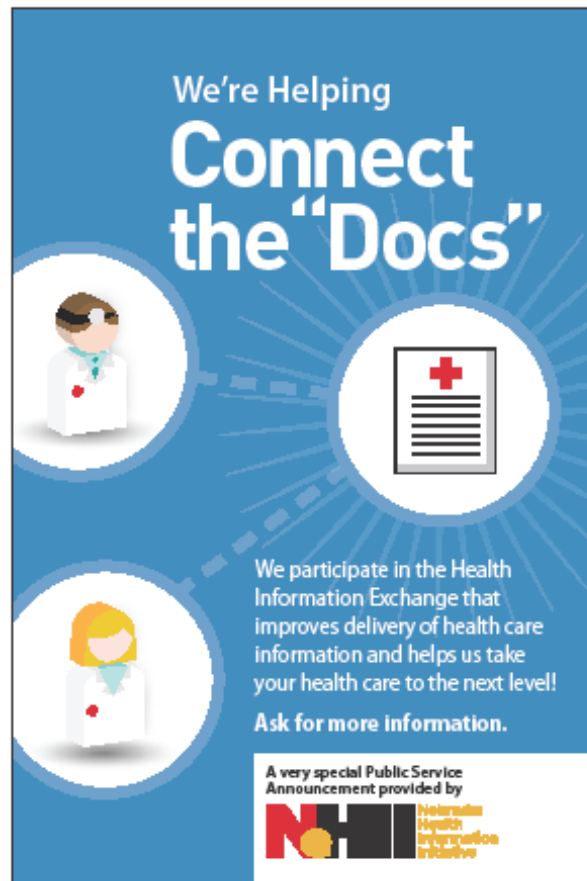
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News and Events

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- February, 2010
- January, 2010
- December, 2009
- November, 2009
- October, 2009

NeHII Consumer Awareness Campaign

- ▶ NeHII Supporter Campaign For Physician Offices
 - Window Clings
 - Counter Cards



NeHII Contact Information

- ▶ Dr. Harris Frankel (President, NeHII Board of Directors)
- ▶ Deb Bass (Chief Executive Officer, NeHII)
- ▶ Chris Henkenius (Program Director, NeHII)

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